



REDEVELOPMENT AUTHORITY MEETING AGENDA

WEDNESDAY, DECEMBER 17, 2025 AT 6:00 PM

CITY HALL, UPPER LEVEL ROOM 2044, 106 JONES STREET WATERTOWN WI 53094

Virtual Meeting Info: <https://us06web.zoom.us/join> Meeting ID: 525 709 8273 Passcode: 920567 One tap mobile +16469313860

All public participants' phones will be muted during the meeting except during the public comment period.

1. **PLEDGE OF ALLEGIANCE**
2. **ROLL CALL**
3. **DETERMINATION OF QUORUM AND CALL TO ORDER**
4. **APPROVAL OF PRIOR MEETING MINUTES**

A. RDA minutes from November 19, 2025

5. **OPENING FOR PUBLIC COMMENT**

Each individual who would like to address the Committee will be permitted up to three minutes for their comments

6. **OLD BUSINESS**

A. Review and discuss: Transition of the Redevelopment Authority to a Community Development Authority

7. **NEW BUSINESS**

- A. Presentations on funding opportunities
- i. Ryan Zerwer, Forward Community Investments
 - ii. Jeff Stone, Kapur

- B. Beltz Grants
- i. Tree Lighting
 - ii. Beauty Beyond Labels

C. WEDA membership

8. **STATUS REPORTS**

A. Social media/messaging report

- B. Future items
- i. Items for next agenda
 - ii. Confirm next meeting: January 21, 2026

9. **ADJOURN**

Persons requiring other reasonable accommodations for any of the above meetings, may contact the office of the City Clerk at cityclerk@watertownwi.gov phone 920-262-4000

A quorum of any City of Watertown Council, Committee, Board, Commission, or other body, may be present at this meeting for observing and gathering of information only



Wednesday, November 19, 2025, 6:00 pm
In-PERSON/VIRTUAL MEETING
Room 2044, City Hall

By Phone or Zoom Meeting:

1. Pledge of Allegiance
2. Roll Call
 - A. Present: Deb Sybell, Steve Board, Ryan Wagner, Jacob Maas, & Ald. Berg.
 - B. Virtual: Ald. Arnett and Dave Zimmermann
 - C. Absent: Todd Huhn
 - D. Other attendees: Stefanie Broere, John Kadish, Danielle Bailey, Zach Goodrich called in.
3. Determination of Quorum and Call to Order at 6:10 pm
4. Approval of meeting minutes
 - A. Regular board minutes 10.15.25.
Board motioned to approve
Maas seconded the motion. Motion carried unanimously.
5. Public Comment
 - A. None
6. Old Business:
 - A. **Review and discuss: Update RDA website**
 - a. Bios have been updated, new pictures have been taken and will be posted,
 - B. **Review and discuss: Development**
 - a. Riverwalk Funding opportunities and prioritization
 - i. Jeff Stone with Kapur will be presenting at the December meeting about funding options. Forward Community Investments was also invited to present funding options.
 - b. 111 S Water St
 - i. Renewed developer interest
 - c. 1911 Gateway Dr
 - i. There was an accepted offer on the property. The anticipated closing date is December. Multifamily units will be built. TID is being explored.
 - d. Oxbow
 - i. An anticipated schedule was shared, with consideration by the common council anticipated on January 20th. For the first reading, and February 3rd for the second reading.
7. New Business:
 - A. **RDA/CDA**

RDA STRATEGIC PRIORITIES

- 1) ~~100 W. Main St. block demolition, Town Square design etc., and publicizing town square project for possible funding from sources other than the City.~~
- 2) Facilitating quality development in downtown, and
- 3) Creating an approach and working to attract development projects downtown.

- a. Discussion about becoming a Community Development Authority with functions and responsibilities of RDA and Housing Authority absorbed into the new entity. Board needs more information. **The RDA will revisit as a discussion item at Dec. RDA board meeting.**

8. Status Reports:

A. **Beltz Foundation Grants:**

- a. Wagner updated on grants approved, pending applications, funding still available, and conversations with Dr. Beltz about renewing the program.

B. **Social media/messaging report:**

- a. The board reviewed the submitted report from Lisa Famularo. No comments.

C. **Council update:**

- a. Ald. Berg updated on the city budget and that Steph Juhl will be leaving and the RDA, Tourism, and Main Street Program will be looked to for Town Square programming in the future.

D. **Future Items:**

- a. Items for next agenda:
 - i. Discuss the CDA/RDA
 - ii. Wagner to update on grants
 - iii. Kapur will be presenting funding options
 - iv. Email Deb with any other items
- b. Next meeting is December 17, 2025, at 6 pm

9. Adjournment at 7:00 pm

Steve Board motioned to adjourn.

Jacob Maas seconded the motion. Motion carried unanimously. Meeting adjourned.

A **housing authority** in Wisconsin is a public body and a corporate and politic entity with broad powers to fulfill its mission under Wisconsin Statutes §§ 66.1201 to 66.1211. These powers enable it to develop, manage, and support housing projects and related initiatives.

1. Housing & Mixed-Use Development

- Develop, lease, operate, and improve housing projects.
- In 1st class cities (e.g., Milwaukee), also develop mixed-use projects on authority-owned land (as of before Oct 1, 2021).

2. Property Acquisition & Management

- Acquire property by purchase, lease, gift, or eminent domain.
- Own, hold, insure, and improve property.

3. Government Collaboration

- Act as an agent for government in housing-related activities.
- Accept and manage government loans and grants.

4. Tenant Services

- Lease or rent housing units.
- Set and revise rents or charges.
- Provide services and facilities for residents.

5. Research & Planning

- Investigate housing conditions and conduct studies.
- Analyze veterans' housing needs (alone or with the Dept. of Veterans Affairs).

6. Financial Powers

- Issue bonds and other debt instruments (not backed by city, county, or state).
- Invest surplus or reserve funds.
- Sell or contract for sale of property.

7. Legal & Administrative Powers

- Sue and be sued.
- Make contracts, adopt bylaws, and establish rules.
- Preserve records using modern formats (e.g., digital imaging).

8. Special Programs

- Provide housing for veterans and displaced families (regardless of income).
- Support slum clearance and urban redevelopment.
- Join with other authorities for joint projects or financing.

9. Retirement & Cooperation

- Participate in city retirement systems.
- Cooperate with other housing or redevelopment authorities.

Redevelopment Authority Powers

Under Wisconsin Statutes Section 66.1333(5), the **Redevelopment Authority** is granted a range of powers and responsibilities to carry out redevelopment projects. Here's a summary of its key duties:

1. Planning and Implementation

- Prepare and adopt redevelopment plans for designated areas.
- Undertake surveys and studies to determine redevelopment needs.
- Coordinate with local planning agencies to ensure consistency with broader city or municipal plans.

2. Property Acquisition and Management

- Acquire real or personal property by purchase, lease, eminent domain, or other means.
- Clear, manage, or prepare land for redevelopment.
- Sell, lease, or otherwise dispose of property in accordance with the redevelopment plan.

3. Financing and Funding

- Apply for and accept grants, loans, or other financial assistance from federal, state, or local sources.
- Issue bonds to finance redevelopment activities.
- Make loans or grants to private developers or other entities involved in redevelopment.

4. Contracting and Partnerships

- Enter into contracts with public or private entities for planning, construction, or management of redevelopment projects.
- Negotiate agreements with developers, businesses, or other stakeholders.

5. Relocation Assistance

- Provide relocation assistance to individuals, families, or businesses displaced by redevelopment activities, in accordance with state and federal laws.

6. Public Improvements

- Undertake public works or improvements (e.g., streets, utilities, parks) necessary to support redevelopment.

7. Reporting and Accountability

- Maintain records and make reports to the local governing body and other authorities as required.

From: Stephanie Juhl <SJuhl@watertownwi.gov>
Sent: Monday, November 17, 2025 9:29 AM
To: Debra Sybell <DSybell@watertownwi.gov>
Cc: Kristine Butteris <KButteris@watertownwi.gov>
Subject: FW: Tree Lighting Summary

Deb,

Hope you had a great weekend! Tree lighting was amazing! Record crowd.

I told you I would send over the expenses vs. revenue. I am also copied John Beltz with the message, per his request.

Expenses were \$5381. We applied for \$10,000 but will obviously not need the entire amount. Not bad. 😊 Please let me know how much can be applied and please copy John Beltz on that amount.

Tree Lighting (& MBS) November 15, 2025

Expenses (Estimates)	\$	Notes
posters x4 for A frames	\$ (78.00)	
Z Farms 15ct Trees (\$75 ea)	\$ (1,125.00)	
8 more arches and 4 bases	\$ (174.27)	parks make
snowflakes for schools	\$ (181.11)	
lights purchased - Farm & Fleet	\$ (59.04)	
Proline Entertainment for Truss Rental (Nov 14-Dec 31)	\$ (750.00)	
Napkins, ribbon	\$ (47.34)	

Schedule

Friday	PU Cookies PW
8:00 AM	street closes
10:00 AM	coffee Truck load in
10:00 AM	sound arrives
2:00 PM	vendor set up
5:00 PM	Library doors unlock
5:10 PM 5:15 PM	Carolers Arrive WBR Arrives
5:15-6:30 PM	Santa Arrives to walk around

Gas for heaters	\$ (18.56)	
Trophy for MBS winner	\$ (52.00)	
AG Entertainment - Trevor	\$ (2,896.00)	
Total Expenses	\$(5,381.32)	

5:30 PM	Ceremony begi	Section 7, Item B.
7:00 PM	reopen street	
7:00 PM	Library doors auto lock	

Attendance	1500
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Thank you! 😊

Steph Juhl

Programming Event Coordinator

City of Watertown

Redevelopment Authority of the City of Watertown**Special Events Grant Application**Applicant Information

Application Date: 10/6/25

Organization Name: Bentzin Family Town Square

Organization Sector: City of Watertown

Contact Name: Stephanie Juhl

Role at Organization: Program Coordinator

Contact Phone: 920-262-8080

Contact Email: sjuhl@watertownwi.gov

Organization Mailing Address: 514 S. 1st Street, Watertown, WI 53094

Total Amount Requested: Any Amount is wonderful Total Event Cost: \$10,000

Brief Description of what funds will be used for (please see Program Guidelines for eligible expenses):

The Bentzin Family Town Square is hosting the 3rd Annual Tree Lighting event on November 15, 2025, which will kick off the holiday season. The decorations of each season are very costly. We did have some generous donations from sponsors but it does not cover all of the costs associated with the season. We are able to reuse decorations, however; we have to replace 30-40 strands of lights each year and would like to add to the display annually. We also had vandalism that require replacement of a bunch of the snowflakes. We are also looking for assistance in paying for the 6-7' sponsorship trees for Make Your Business Sparkle tree decorating contest. This has gone over very well in the past years. We charge \$200 per business, the trees run approximately \$100 ea, plus we provide stands and signage. We also provide free treats at each of the city's holiday events. We try to get donations where we can for those treats but usually have to buy a portion. We appreciate your consideration.

Anticipated Timeline (estimated start and end dates): Nov 15, 2025 - Dec 31, 2025

Organization Information

How long has your organization been established? 2.5 years

Please describe your organization, including services offered and a brief history of operations.

All of our events are free and open to the public and planned solely for the residents of the city of Watertown to enjoy. We do not have a revenue source and do not see funding to our account unless we ask for grants or sponsorships. These types of grants help us to extend the life of the Future Fund which in turn keeps the fun flowing. :-)

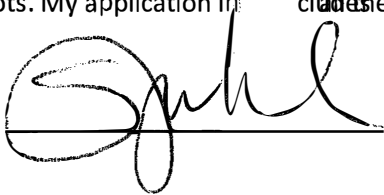
Additional Materials

The following materials must be included with your application:

- ✓ Event Budget with expenses and any revenue projections
- ✓ If a nonprofit: Articles of incorporation, bylaws, and any other relevant documents describing the structure, mission and vision of the organization
- ✓ If a for-profit entity: Last three years of business income statements and most recent balance sheet
- ✓ Detailed event plan/information

Applicant Agreement & Signature

I have read the program requirements and reviewed them with the Executive Director of the Watertown Redevelopment Authority, and I understand that my participation in the Special Events Grant Program is contingent upon my full compliance with all requirements. I understand that all grant funds must be used to cover eligible expenses as outlined in the program documents and will be reimbursed after submission of receipts. My application includes the materials listed above.

Applicant Signature 

Date 10/6/25

This is last year's expenses. We expect them to be similar.

Tree Lighting (& MBS) November 16, 2025

Expenses (Estimates)	\$	Notes
Portos (used library)	\$ -	
Z Farms 18ct Trees	\$ (1,336.50)	
build octagon seats for around tree and new orange board style tables	\$ (1,057.82)	parks crew will make
3 new cone trees	\$ (66.33)	Parks Crew built
lights purchased - Farm & Fleet	\$ (488.30)	purchase amount
extension cords, timers, floor covers	\$ (762.90)	
snowflake replacements	\$ (90.98)	
rental of archway from Aaron Zimmerman	\$ -	
risers rental for carolers Dave Zimmerman	\$ -	
Gas for heaters	\$ (107.66)	
table cloths, misc supplies	\$ (22.35)	
Trophy for MBS winner	\$ (50.00)	
Proline Entertainment sound and lights	\$ (4,375.00)	
Bronners 4' Star to use each year	\$ (1,400.00)	\$ (235.42)
Total Expenses	\$(9,993.26)	
Beltz Grant	\$10,000.00	
attendance	750	
Make Your Business Sparkle Sponsors	\$ 3,600.00	\$200 ea
		portion of donation-not included above
Farm & Fleet Donation of partial lights	\$ 275.88	
Refreshments	\$ -	all donated



WEDA MEMBERSHIP

Become a Member

As the “Voice of Economic Development”, WEDA is dedicated to developing, advocating for, and educating state and local leaders on economic development tools critical to growing local economies.

By joining WEDA, you can leverage key resources and training, impact state policies and build an extensive professional network of industry leaders and economic development professionals who share the same mission – growing Wisconsin.

Why join WEDA?

For over 50 years, the Wisconsin Economic Development Association (WEDA) has represented the economic development interests of both the private and public sectors through advocacy, education, and leadership on statewide initiatives. Driven by the needs of our members, we are committed to providing the resources and tools to promote economic prosperity in Wisconsin. WEDA is proud of our history, our growing list of accomplishments, and our past, current, and future efforts that make it possible for economic development professionals and organizations to be successful. We look forward to you becoming our newest member.



Dear **Mason** Becker,

Thank you for your ongoing participation and commitment to the programs and services of the Wisconsin Economic Development Association.

This email is a friendly reminder that membership dues of \$600.00 is due by 2026-01-20 for renewal of your membership. If you want to immediately renew your investment now, simply [click here](#).

If you have any questions, suggestions or concerns, please contact us at weda@weda.org or by calling 866-766-7578. This is an automated message, so if you feel you are receiving this message in error, please advise us.

We appreciate you and your ongoing support!

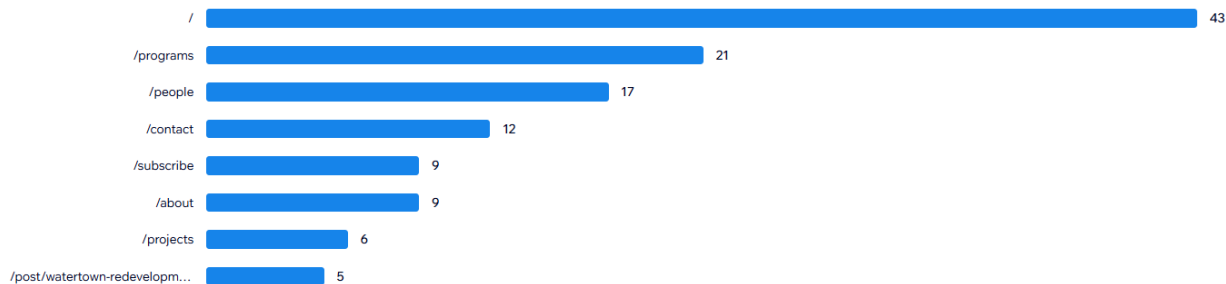
Wisconsin Economic Development Association
weda@weda.org | 866-766-7578

Watertown Redevelopment Authority

Social Media Report – 12/10/25

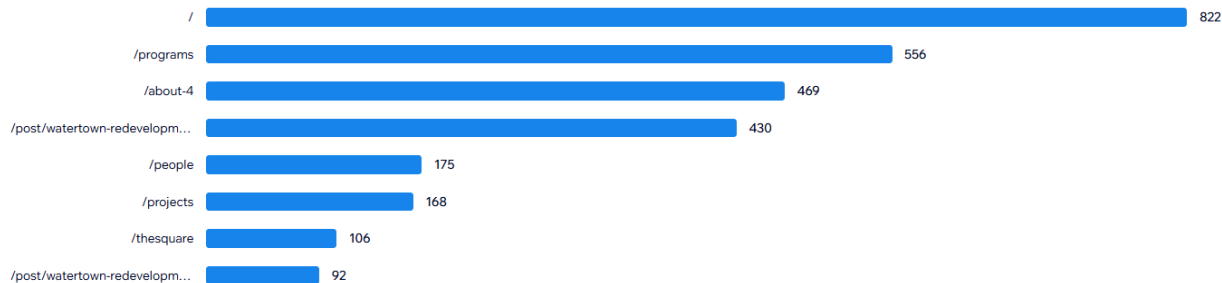
Website Metrics (last 30 days)

- 80 Site sessions
- 67 Unique visitors (62 new, 5 returning)
- Page visits:



Website Metrics (last year)

- 2,047 Site sessions
- 1,499 Unique visitors
- Page visits:



Year-to-date Activity: Website Visits

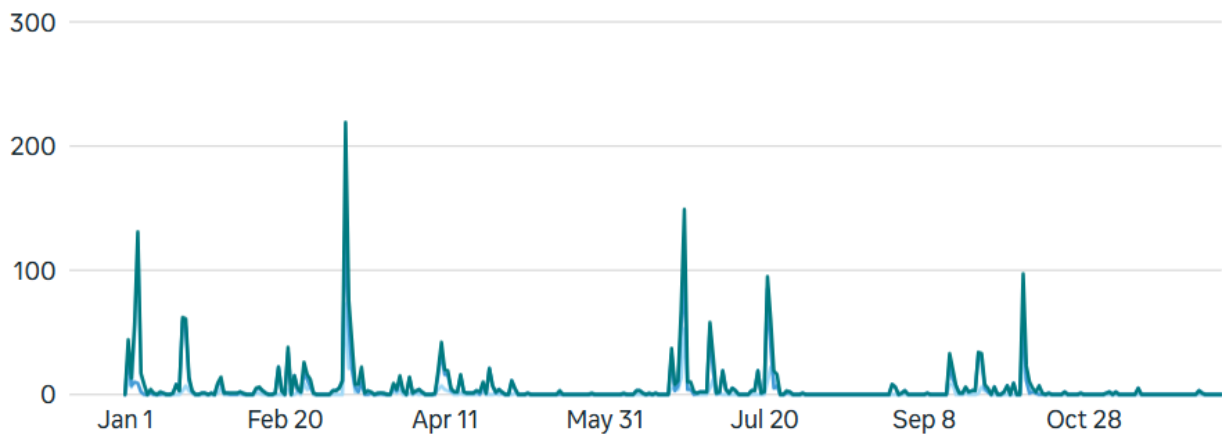
Facebook (last 28 days)

The top performing post so far is the videos we recorded last month. I have posted one of these a week for the next few weeks.

- Post Reach: 357
- Content interactions: 5
- Followers: 1735
- New Followers: 2
- Link Clicks: 6

Facebook (year)

- Post Reach: 357
- Content interactions: 2,309
- New Followers: 242
- Link clicks: 1,324



Year-to-date Activity: Facebook Content Interactions